

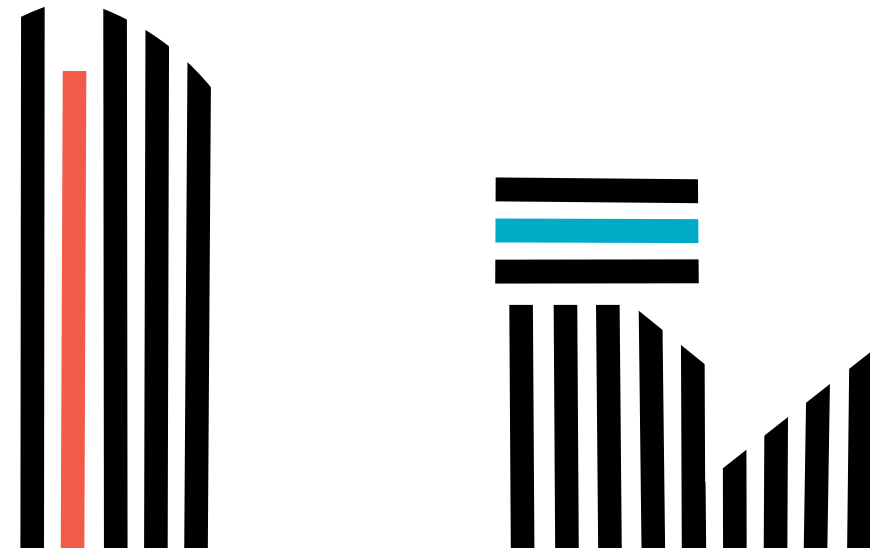


LIVERPOOL MIPIM 2019-20

ADVANCING THE CITY REGION

PROSPECTUS

LIVERPOOL
MIPIM
2019-20
ADVANCING THE CITY REGION



INTRODUCTION



The MIPIM steering group sees a new chair in 2019, Stephen Cowperthwaite from Avison Young. Over the last five years the steering group has been leading the property sector to MIPIM Cannes and MIPIM UK and has been instrumental in building relationships between the public and private sector.

MIPIM Cannes is the premier event in the European Real Estate calendar that takes place over five days in France in March. MIPIM UK is its domestic counterpart which has been running for five years and takes place six months later in October.

After a successful inaugural 12-month programme which focused on developing relationships all year long, 2019 will build on this approach forming media partnerships and events that continue to galvanise the sector. The MIPIM approach is not just one week, but instead ongoing activity and communication over 12 months.

As well as media partnerships we are developing an event with Estates Gazette, Question Time as well as exploring attendance at Expo Real, Munich, which is an investment based event with opportunity to make investment pitches.

This prospectus outlines how we work and how you can work with us to support the sector and develop your business.

THE MIPIM STEERING GROUP

Liverpool at MIPIM is delivered by a private sector steering group which comprises of:

Stephen Cowperthwaite, Avison Young (Chair)

Garry Banks, ARUP. Helen Brown, Brabners

Brian McArdle, Gleeds. Mark Davies, K2

Sue Patterson, Morgan Sindall. Ian Pollitt, Peel Land and Property

Chris Brown, Marketing Liverpool.

The steering group shapes the programme and directs the content for Liverpool City Region at both MIPIM UK Summit and MIPIM Cannes. It also offers ongoing support to those organisations that have thoughts or questions throughout the year around property and investment.

STEPHEN

Welcome to the 2019-20 MIPIM Prospectus for Liverpool City Region. It is my pleasure to take over the reins from Sean Beech, who has done a phenomenal job leading and growing the delegation. We have also developed a number of key strategic relationships and enhanced Liverpool City Region's presence on a global stage.

This year we will be building on that success, creating a 12 month programme of events that will help to shape our conversations at MIPIM UK Summit and MIPIM Cannes.

At the core of what we do is promoting Liverpool City Region to a national and international audience, not just through projects, but also our culture, world leading institutions and key assets such as our waterfront, that is envied by many!

The camaraderie amongst our delegation is key to our success and I look forward to welcoming friends old and new in the year ahead.

Stephen Cowperthwaite, Avison Young (Chair)



WHAT IS MIPIM CANNES?

CANNES, 10TH - 13TH MARCH 2020

MIPIM Cannes has become Europe's showcase for major cities, property developments, investment opportunities and international networking.

It has over 2,000 exhibiting companies covering 80 countries with 20,000 individual participants. Over 4,000 of these are investors and 3,000 Chief Executive or Chairman level.

MIPIM Cannes is split into four key areas:

- Exhibition
- Conference
- Networking
- Events

The events that surround MIPIM Cannes are the key routes to investment and development opportunities and range from conference sessions to government events, multi European city panels to private showcases and receptions.

Liverpool City Region at MIPIM Cannes

We will be attending MIPIM Cannes for the sixth time in 2020. Our approach focuses on having a tight delegation that forms close relationships with each other and the city region leadership.

The Stand:

We create a stand that represents both innovation and collaborative working, whilst showcasing the city's key investment opportunities. K2 will be working as creative advisers on the design and delivery in association with Marketing Liverpool.

Partnership:

Everything we do we do in partnership. We work with our sponsors, partners and key city region partners to deliver a full programme for our delegation and for the city. We also work hard with international cities, the British Property Federation, Homes England and the Department of International Trade to raise the profile of Liverpool City Region.

Events:

We deliver a comprehensive programme of events on and off stand to raise the profile of Liverpool City Region nationally and internationally and provide a full itinerary for our partners. This ranges from Metro Mayor think tank events to on stand "in conversations" and national and international panel sessions across the week. We also encourage and support our partners delivering their own events.

BUILD- ING RELAT- ION-SHIPS



WHAT IS MIPIM UK SUMMIT?

BILLINGSGATE, LONDON, 14TH - 15TH OCTOBER 2019

The MIPIM UK Summit gathers top-level real estate professionals from all sectors to build partnerships, gain industry insight and discover the most outstanding projects through a world-class program dedicated to inbound property investment and UK development opportunities.

It will focus on networking, conference and business to business and its venue and format is a significant change from previous years. It is expected that most major UK cities will be in attendance. Liverpool City Region will attend with support from public sector leadership and will create supplementary events for the delegation.

An aerial, black-and-white photograph of a city waterfront, likely New York City's Lower East Side. The image shows a dense cluster of buildings along the riverbank. On the left, a large ship is docked. In the center, a modern building with a grid-like facade stands out. To its right, a historic building with a clock tower is visible. The river is in the foreground, with a small boat in the middle. The background shows a vast urban landscape with many more buildings. The text 'CREATING PLACES' is overlaid on the left side in large, white, sans-serif capital letters.

CREATING PLACES

WHAT IS EXPO REAL?

The international trade fair for property and investment with over 2000 exhibitors and 45,000 participants. It is focused around investor propositions and investment funds and will suit delivery of bespoke partner pitches. Attendance is fitting for specific schemes requiring investment.

MUNICH, 7TH - 8TH OCTOBER 2019

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THE MIPIM 12 MONTH APPROACH

Following a successful programme last year, the steering group will ensure that this is built upon through the creation of a number of high quality and varied partner events and we would therefore encourage companies to sign up for the 12 month programme as it will represent great value including:

- An incentive based 12-month joint MIPIM UK Summit / MIPIM Cannes package
- A full 12-month programme of development, mentoring and support for the private sector
- Partnership events with Place NW, Business Post and Insider
- Estates Gazette Question Time
- Summer social
- Christmas drinks

Companies do however have the option to only participate in the MIPIM UK Summit or MIPIM Cannes.

BASIC EVENT PACKAGE

MIPIM UK Summit Only: £2,500

- 1 x delegate pass
- 1 x logo presence on stand
- 1 x place at the Liverpool dinner

MIPIM Cannes Only: £8,500

- 1 x delegate pass
- 1 x logo presence on stand
- 1 x ticket for all MIPIM Cannes Liverpool partner events
- 1 x return coach transfer Nice Airport - Cannes
- Investment dinner attendance (tbc)

12 MONTH PACKAGES

MIPIM Headline Sponsor: £30,000

- Leading member of high end networking programme
- Headline sponsor logo on all marketing materials
- Headline sponsor logo on all events at MIPIM UK Summit and MIPIM Cannes
- Press announcement as headline sponsor
- Dedicated social media activity plan
- Invitation to attend 2 x steering group meetings to offer direct contributions
- Ongoing liaison with the MIPIM Project Manager
- Opportunity to join or lead a MIPIM Working Group
- 4 x delegate passes for MIPIM UK and Cannes
- Discounted additional passes for both events
- Places at all events associated with the above
- Opportunity to speak at least one of the partner sessions
- Opportunity to have additional logo presence at one of the events at MIPIM Cannes
- 4 x return coach transfers Nice Airport - Cannes
- Investment dinner attendance (tbc)

MIPIM Sponsor: £20,000

- Membership of high end networking programme
- Opportunity to speak at least one of the partner sessions
- Opportunity to have additional logo presence at one of the events in Cannes
- Sponsor level logo presence for MIPIM UK Summit and MIPIM Cannes
- Opportunity to join a MIPIM Working Group
- Ongoing liaison with the MIPIM Project Manager
- 3 x delegate passes for MIPIM UK Summit and MIPIM Cannes
- Ongoing liaison with the Project Management team
- Discounted additional passes for both events
- 3 x places at all events associated with the above
- 3 x return coach transfers Nice Airport - Cannes
- Investment dinner attendance (tbc)

MIPIM Partner: £15,000

- Opportunity to join a MIPIM Working group (subject to the sector need)
- Membership of high end networking programme
- Ongoing liaison with the MIPIM Steering group
- Ongoing liaison with the MIPIM Project Manager
- Partner level logo presence for MIPIM UK Summit and MIPIM Cannes
- 2 x delegate passes for MIPIM UK Summit and MIPIM Cannes
- Discounted additional passes for both events
- 2 x places at all events associated with the above
- 2 x return coach transfers Nice Airport - Cannes
- Investment dinner attendance (tbc)

MIPIM Associate: £10,000

- Membership of high-end networking programme
- Access to steering group for introductions when needed
- Access to the management team for advice and guidance
- Logo presence for MIPIM UK Summit and MIPIM Cannes
- 1 x delegate pass for MIPIM UK Summit and MIPIM Cannes
- Discounted additional passes for both events
- 1 place at all events associated with the above
- 1 x return coach transfer Nice Airport - Cannes
- Investment dinner attendance (tbc)

SUSAN

“Morgan Sindall joined the delegation at the start and has highly benefited from the close networking, camaraderie and business opportunities both the delegation and the events create. As a construction partner in the region, it is important for us to support MIPIIM and help generate investment for the City Region. We were delighted to also be asked to be part of the steering group and I personally enjoy watching business's connect and relationships develop.”

Susan Patterson, Senior Business Development Manager

OLIVER

“Curtins joined the MIPIIM delegation 4 years ago and since then have seen great benefits from the association, particularly in increasing the profile of our head office, introductions to the city leadership and fellow delegates leading to new business, and giving us the opportunity to showcase the schemes we are involved with.”

Oliver Delucia-Crook, Head of Business Development, Curtins

TONY

“We joined the MIPIIM delegation in 2018 after it being recommended as a great way to raise our profile and create and reciprocate business opportunities in the City Region. Our first year has been extremely beneficial for the business, not just in terms of extending our network by attending the events in the programme but also the tangible business opportunities we have already started to receive since joining the delegation.”

Tony McDonnell, Davies Partnership

JOIN US

For further information contact the MIPIM - OCD Project Management team

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